

One of the
Daly City
Record's
Publications

DALY CITY

Complete
Coverage in
Daly City and
Colma

SHOPPING NEWS

Published Each Friday

Daly City, San Mateo County, California, Friday, October 20, 1939

Guaranteed Circulation 5,500

Greater Daly City Days



SCOUTING

THE SHOPS with Sally

- Gone for the day: Sally.
- Where: to Daly City Day at the Fair, October 22!
- We were so happy, planning it all—and then guess who turned up? Uncle Hezekiah!
- "I read about your big Daly City Day at the Fair," he explained, twirling a moth-eaten, gold-headed walking cane. "And I couldn't resist. It's going to be a great day! And did you notice the bargains on the middle two pages of the Record and Shopper?" he continued enthusiastically. "Really wonderful!"
- "Yes," we replied distractedly, wondering whether to call the police or to open the door. "We have a nice Pioneer page, too, featuring merchants who helped to build this town."
- "Could use a bit of build-up, myself," remarked Uncle Hezekiah, calmly heading for the kitchen. "Do you happen to have any of that delicious Italian cheese left—the kind you buy from Granucci and Son?"
- We followed him toward the food supplies, thanking our lucky stars that John was down at Lovchen Gardens, Colma, helping the Night Owls with final plans for their big Jefferson Union high school dance Saturday night.
- In the end, Uncle Hezekiah dined magnificently at the kitchen table with cold lamb (Luca Ravioli's lamb is superb this week), a glass of orange juice (2 doz. for (Continued on Page 2))

LOCAL MERCHANTS OFFER GREATER VALUES TO SHOPPERS TODAY AND TOMORROW

These ARE Greater Daly City Days! Not only is the whole city going to the Exposition Sunday to celebrate Daly City Day at the Fair—but progressive local merchants have taken this opportune moment to offer housewives of this community a sales event characterized by outstanding bargains. Today and tomorrow the advertisers in the Shopping News are featuring innumerable sale specials. Make your shopping list from this paper.

Daly City residents planning to attend the Fair Sunday are urged

to take picnic lunches. Space has been reserved in Shasta Cascade Court for a community picnic from 12 noon to 1:30 p. m., during which a concert will be presented by the Daly City band under the direction of George Brenner.

A full program of the day's events will be found on pages 6 and 7 of this issue.

Merchants are enthusiastically backing the local day at the Exposition in offering "Greater Daly City Days" Friday and Saturday. Beauty salons, dry goods

(Continued on Page 10)

ZENITH
AMERICA'S FOREMOST
**PHONOGRAPH
AND RADIO
Combination**
VALUE

● A new design in combinations... no inconvenient lid to raise as the record player is built inside the cabinet. Sliding Tambour doors conceal mechanism. Plays 10 to 12 inch records thru crystal pickup. Radio has Wavemagnet, automatic tuning... full 8 inch speaker.

MODEL 4045

IF IT HASN'T A WAVEMAGNET... IT ISN'T A ZENITH

BYRNE RADIO STORES
6241 Mission Street Phone RAndolph 7782
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**BOTH
FOR ONLY
\$79.95**
FREE
\$5 in Records
Your Choice

Coming to Daly City Theatre

FAMOUS ON
RADIO STAGE
AND SCREEN
Youth
BEAUTY
TALENT!

**The PARAMOUNT
Starlets**
IN A GLITTERING
Stage Revue

**TONIGHT - Oct. 20
MONSTER WHIST**
Benefit of Our Lady of
Perpetual Help Church
8:30 p. m. - Masonic Hall
Prizes: \$5, \$3, \$2 Ser. Cds. 25c

BIG DANCE
Jefferson Night
The Night Owls
Oct. 21 - Union Music
Admn. 25c, 35c - Lovchen Gdns.



TONIGHT ON THE STAGE— Jefferson High School INDIANS OF RHYTHM

NOW PLAYING—

GINGER ROGERS, DAVID NIVEN and
ERNEST TRUAX in
"BACHELOR MOTHER"

Also JEAN PARKER, RANDOLPH SCOTT and
FRANCES DEE in
"COAST GUARD"
EDDIE'S ADVERSHOW—Saturday

Sunday, Monday, Tuesday, Oct. 22-23-24—

ANN SOTHERN, JAMES ELLISON and
LINDA DARNELL in
ELSA MAXWELL'S

"HOTEL FOR WOMEN"

Also JEAN PARKER, PHIL REGAN and
COL. ROSCOE TURNER in
"FLIGHT AT MIDNIGHT"
MANDARIN DISH NIGHT—Monday

Wednesday, October 25—

PENNY SINGLETON in
"BLONDIE TAKES A VACATION"

Also EVELYN VENABLE in
"HERITAGE OF THE DESERT"
GIANT TEN-O-WIN—Wednesday

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BEESON CLEANERS

6202 Mission St. ELkridge 0263
Next to Daly City Theater

Try Our Superior—
**CLEANING - DYEING
PRESSING**
at Popular Prices

Clothes Pressed While You Wait

UNION SHOP

FREE Call and Delivery Service
FREE Minor Repair with Cleaning
Rugs Cleaned and Sized

Hats Cleaned and Blocked 50c
FIRST CLASS LAUNDRY AGENCY

Keep Smiling



Tom Himself

DALY CITY SHOPPING NEWS

Published Every Thursday by Daly City Record
3317 SAN JOSE AVE. Telephone RANDOLPH 3215

ALBERT H. BOYNTON — — — — — Editor and Publisher

Scouting the Shops

(Continued from Page 1)

15c at Lucca's) and a big dish of Royal pudding, which had cost us only 4c for the entire package.

● "I'm a bit broke," he confided, carefully wiping his mustache, "but I expect some funds shortly. The local parish is holding a benefit whist tonight at Masonic hall with cash prizes, and I've been very lucky on occasions—"

● We realized that Uncle Hezekiah wanted a little extra change for the Day at the Fair. He looked so wistful that our iron resolves all failed us. Besides, we had saved \$10 by buying our marvelous new gas range during the Certified

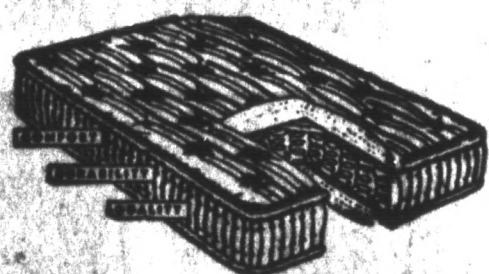
Performance gas range campaign. (Warning: the campaign closes tomorrow! See pages 3 and 4 for \$10 savings. Both Byrne Radio Store and A. M. Harrison are participating.)

● Leaving Uncle Hezekiah wrapped in a blanket, with his only suit draped over our arm to take to Beeson Cleaners (Who doesn't want to look beautiful for the spotlight Sunday?) we paused at the door.

● "Sam's Shoe Shop is sponsoring a contest that's easy as pie," we told him sternly. "And the prize is free soles and heels. After a day at Treasure Island, there's nothing you'll need more!"

● Uncle Hezekiah loves to try (Continued on Column 5)

See The Fair DALY CITY DAY—And Remember
Its Beauty for Years To Come!



\$10.00

AFTER THE FAIR

And For "THE REST OF YOUR LIFE"
Enjoy One of Our Modern Innerspring
Mattresses Made in Daly City

DALY CITY MATTRESS

and UPHOLSTERING Co. (Since 1923 in S. F.)
6748 Mission - Free Call & Delivery - DEL. 9792

EDWARDS DRUG STORE

6272 MISSION ST.

MIDDLE OF BLOCK

Take Your Prescription to Edwards

SPECIALS— Miniature Chocolates 29c
80 to pound

ASPIRIN Tablets, 100's	19c	BLADES 10 for Double Edge	10c
SLOAN'S LINIMENT	29c	BABY TALCUM Johnson's	19c
Adhesive Tape 1 in. x 5 yds.	15c	Alka Sltzr.	27c & 54c
TOOTH PASTE Rexall	10c	EPSOM SALTS	lb. 7c

LIQUOR DEPARTMENT

OLD QUAKER WHISKEY 4 yrs. old - 1/2 pts. 56c, pts. \$1.05	Qts. \$2.00
OLD QUAKER WHISKEY 3 yrs. old - 1/2 pts. 52c, pts. 97c	Qts. \$1.84
PLANTERS CLUB WHISKEY 2 years old	Qts. \$1.49
OLD WINDSOR WHISKEY 2 years old	Qts. \$1.49
SILVER THISTLE GIN Qts. \$1.07	Pts. 58c
TEN HIGH WHISKEY 1/2 pts. 51c - pts. 97c	Qts. \$1.86
ROCK AND RYE	Qts. \$1.25
OLD MR. BOSTON WHISKEY, 100 proof Decanter Bottle	87c

SODA ON ICE - ALL FLAVORS
Kodak Films, Developing, Enlarging, Printing
FOR YOUR DRUG NEEDS, TRY US!

Scouting the Shops

(Continued from Column 2)

contests so he turned to page 10 of the Shopper, while we made a last minute appointment at the La Cerna Beauty Salon for one of their long-lasting fingerwaves.

● Uptown there were so many exciting ideas for Daly City day at the Fair, that we didn't know where to begin. Daly City Cut Rate Market is featuring ready-made salads complete in handy-sized little picnic cartons; paper napkins in gay colors at 4 1/2c a package. Don't forget Tower—dog food is only 4 1/2c a can. Cranberries are in—2 lbs. 35c.

● Vista Grande Meat Market suggests tender pork roast, for cold meat sandwiches guaranteed to make a cook's reputation on Treasure Island Sunday.

● The always popular cheese sandwich will be fresh and inexpensive with a 2-pound box, American, for only 39c at Robertson's Egg Store.

● And what adds more to a picnic than a couple of drumsticks? Farmers Meat Company has plump, tender, roasting chickens this week at 25c a pound, that will add the perfect touch to the music, sunshine, flowers and fountains in beautiful Cascade Court. Aha!

● Fair Note: cookies from Geneva Bakery. These delectable little concoctions will give the necessary energy for keeping up with Exposition crowds.

● Westlake Market, famous for its picnic specials, supplied us with paper cups, plates, all sorts of lunch meats and fruits. For the prospective picnicker, Westlake is the right place to go. (Many other bargains as well.)

● Milo's is packed with things we can imagine ourselves devouring blissfully when the fresh sea breezes sweep over the magic island. (Don't forget that Milo has some sensational steak and fish specials this week... and the new Rome Beauty apples would do for display in the agricultural building—if we could resist eat—

(Continued on Page 3)

Specials For
Fri., Sat. & Mon.
October 20, 21 & 23

FRUIT -- VEGETABLES

SPECIALS NOW

ZUCCHINI	4 lbs.	10c
Fresh, Green		
RUTABAGAS	4 lbs.	10c
Fresh, Oregon		
ONIONS	4 lbs.	10c
Yellow skin, solid		
SPINACH	lb.	5c
Fresh, Garden Variety		
SWEET SPUDS	6 lbs.	25c
Fancy U. S. No. 1		
POTATOES	10 lbs.	15c
Fancy Gems		
WALNUTS	lb.	19 1/2c
New Crop, Soft Shell		
CRANBERRIES	2 lbs.	35c
Cape Cod		
GRAPEFRUIT	Doz.	20c
Sunkist, Regular 35c		
Special This Time Only		
APPLES	doz.	5c
Fancy, Medium Size		
Hubbard Squash	lb.	3c
Pumpkins		

Daly
City

CUT RATE Mkt.

DElaware 1302 Free Delivery 6309 Mission Street

RED HOT SPECIALS

SUGAR 10 lbs. 58c

Pure Granulated - Cloth Bag

STEEL WOOL 10c SANI-CLOR 29c
Pkg. of 16, Gnt. pkg. Gallon Jug

FLOUR 10 lbs. 37c

ELMDALE, Best by Test 25 lbs. 89c

MILK, lg. cns. 4 for 25c APRICOTS 10c
Banner, Modesto Lg. 2 1/2 can

DOG FOOD Can 4 1/2c

Victory, Holsum Case \$2.15

Preserves 2 lb. jar 35c NAPKINS 4 1/2c
Wellman, Pure Pkg. of 80

KIX - Pkg. 10c

Free Pitcher (2 pkgs.)

DELICATESSEN DEPT.

BACON lb. 25c
Finest Quality

BOLOGNA lb. 20c

Frankfurters lb. 20c

COLD MEATS lb. 33c
Fancy Assortment

SALADS 2 lbs. 25c
Potato - Macaroni

PORK lb. 27 1/2c
Sausages

Potato Chips 29c
William's, 1 lb. Can

MARIN-DELL

Milk and Cream — Cottage Cheese
Fresh Daily

SCOUTING THE SHOPS

(Continued from Page 2)

ing them! Milo's also has grand coffee specials, with free Hallo-we'en masks thrown in for good measure!

● Which reminded us of John. He would need more than coffee, we thought apprehensively, when he found Uncle Hezekiah at home. So we stopped at Edwards Drug Store and invested in some Alka Seltzer for only 27c. (Have you tried Edwards for your prescriptions yet? Their low prices on fine drugs are really amazing.)

● We started for home, absent-mindedly thinking of the good time we had had at the Hilltop Lodge last night. Hilltop has the most wonderful dance floor - - -

● What should catch our eye as we passed Wershawski's but some lovely thick, fluffy, woolen blankets! Since Uncle Hezekiah was draped in our one and only, we thought this an opportune time to stock up. (The money we saved at the sale was almost worth having Uncle Hezekiah.)

● Blankets reminded us of beds, and beds reminded us of how a soft, springy mattress from the

Daly City Mattress Company would be the nicest thing in the world to see after the Exposition—only \$10, too!

● When we reached home, Uncle Hezekiah was just bringing in our quart of milk from the Mission Creamery, quietly admiring the amount of cream at the top.

● We inquired anxiously about John. "He's a funny fellow," said Uncle Hezekiah. "Just stuck his head in the door, and left without saying a word. Guess he went down to the Daly City theatre to get a seat early for the Indians of Rhythm. The whole town's going."

● Sudden dreadful visions smote us of John in Reno, suing for divorce. But Uncle Hezekiah was gayly whistling a tune. "That bush you bought from the Daly City Nursery," he said, "is doing beautifully. As a matter of fact, the largest flower will be just right for my lapel by Sunday. Here's to Daly City Day at the Fair!" said Uncle Hezekiah. And he bowed low in the general direction of the distant Tower of the Sun.

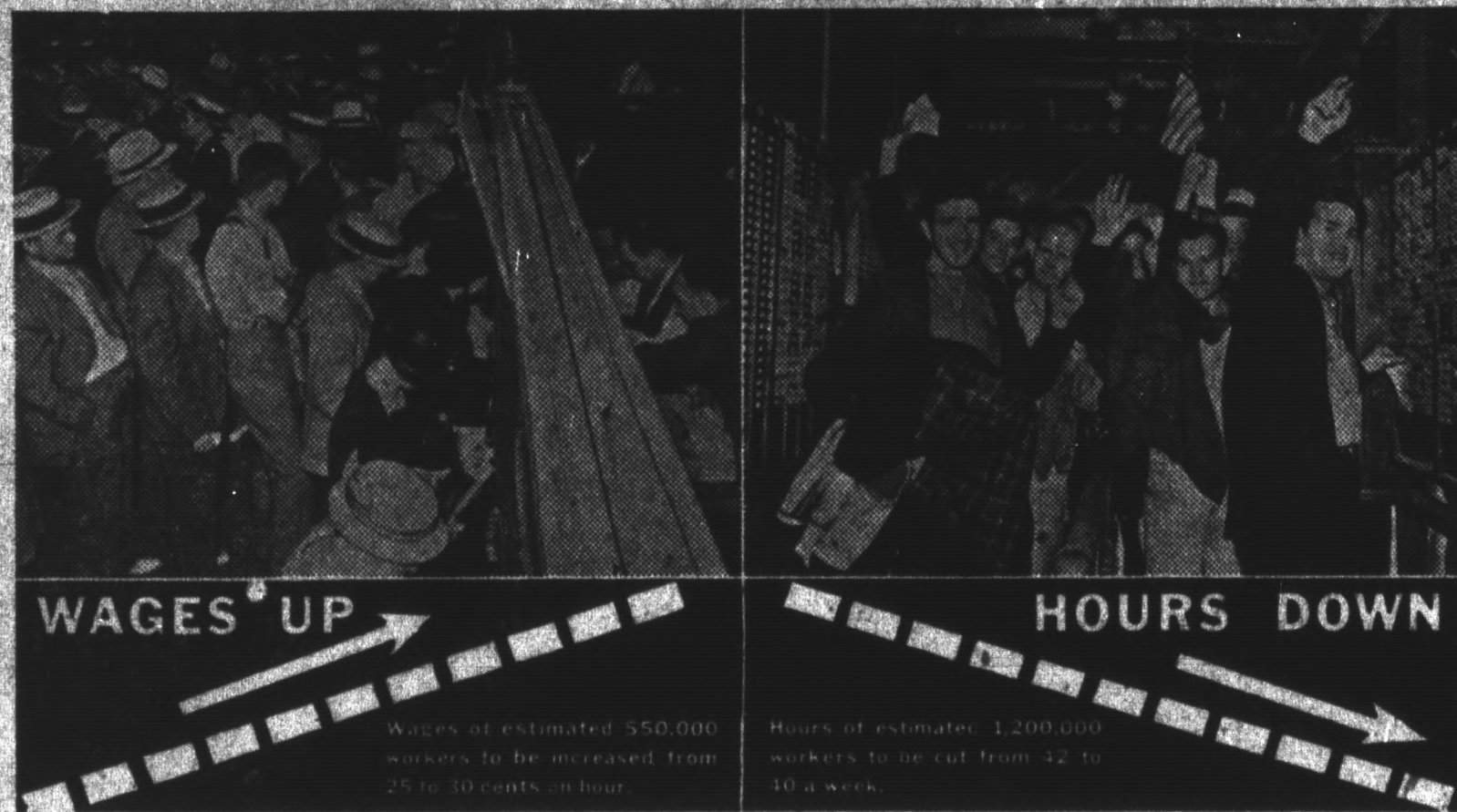
Vatican College

Since 1920, the Vatican, although no larger than a golf course, has maintained a Papal Ethiopian college for the purpose of training young men of that country for the Roman Catholic priesthood, says Collier's. All other educational institutions of this kind in Rome are outside the Vatican walls.

New Cotton Use

A new market for cotton fabric and a means of economy for meat packers has been created by a method of wrapping skinned meats in muslin for shipment, which entails use of a special salt solution. It consumed 8,000,000 yards of muslin last year and is expected to use 20,000,000 yards more this year.

More Pay, Shorter Day Under U. S. Regulations



An estimated 1,750,000 employees in interstate commerce industries who were working more than 42 hours during September, 1938, will get either shorter work weeks or increased earnings effective next Tuesday under regulations of the wage-hour law. An estimated 1,350,000 working more than 44 hours in September, 1938, have already received some benefits, and an estimated 550,000 workers will be increased to 30 cents an hour on Tuesday. This includes approximately 300,000 receiving raises to the present 25-cent minimum.

Church Customs Change

Feeling that churches must compete with secular attractions, Rev. L. W. Farr has invited members of his Congregational church in Dulwich Hill, Australia, to "laugh and relax" at services. The pastor also has banned gloomy hymns and asked women to come to church hatless, though he admitted that "custom dies hard."

Odd Book Operations

Some unusual operations are performed on ancient books and manuscripts in a special laboratory at Moscow. Two thousand Chinese scrolls taken there for treatment were moldy and partly stuck together, and of fragile paper. An electrical table was made for them, and by charging them to a high potential with static electricity they were opened up successfully.



NOW YOU CAN GET A
frederics PERMANENT IN

ONE MINUTE

- NO ELECTRICAL HEAT
- NO CHEMICAL HEAT
- NO DISCOMFORT

Sounds unbelievable—impossible—but it's true. Wave your hair INSTANTLY—NATURALLY—COMFORTABLY. Completely different from all other permanents—past or present. Come in and learn more about this amazing new Frederics ONE MINUTE Wireless Permanent.

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WEDGEWOOD'S
Certified Performance

SAVE \$10

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GAS RANGE WEEK
October 13 to 21
Inclusive

MODEL 4122 C BK
REGULARLY \$199.00
SAVE 10.00
NOW \$189.00

(Camp and Clock Extra)

COOKS
your food
HEATS
your rooms
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The Modern Plumber

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Free Delivery on Orders of 75c or More

Open Sundays: 8 a. m. to 3:30 p. m.

FRIDAY and SATURDAY SPECIALS

Daly City Day at the Fair
Have a Picnic Lunch in
Cascade Court

FLORENTINE Style
LOCKET and CHAIN
Only **15c**
AND TOP FROM
LARGE RINSO

Rinso **19c**
ASK FOR ORANGE BLEND

SHREDDED WHEAT **10c**

PHILLIPS FLOUR **smk. 9c**
lg. 19c

MEAT SPECIALS

LEGS OF lb. 25c
Young LAMB

Try Our Hamburger!
Ground 2 lbs. **25c**
Choice Meat

Loin Pork lb. **25c**
U. S. Inspected
Large Ends

Finest Fruits and Vegetables

2 Doz. Pippin APPLES
2 doz. Juice ORANGES
25c

2 lbs. Bell PEPPERS
3 lbs. BROCCOLI
2 bunches CARROTS
19c

BEANS **2 lbs. 15c**
Fresh Green

Celery
Large Fancy
9c

Cauliflower
Snowball - Jumbo Heads
9c

PLENTY OF PARKING SPACE!

WE SELL FILMS — DEVELOPING — QUICK SERVICE
We Reserve the Right to Limit

Local Dealers Join Campaign To Introduce New CP Gas Ranges

Sponsored by the Gas Appliance Society of California, the annual Fall Gas Range Campaign is under way now in Daly City.

Featuring the new CP (Certified Performance) models in all better makes of gas ranges, dealers are inviting the public to come and inspect these marvelous new cooking appliances which are as radically different from stoves of former years as day is from night.

The new CP gas ranges did not "just grow" like Topsy, but came as the satisfying result of the expenditure of more than one million dollars in scientific research and engineering by the gas range industry. Improvements affect the performance as well as the appearance of every part of the ranges. Exterior designs have been streamlined and convenient new features added. Twenty-two standards of performance, developed through the process, have been accepted by all outstanding gas range manufacturers and are included in the new ranges identified by the CP seal.

Although these new ranges are standardized for superlative performance, they are not limited to any one design or model. Each manufacturer has incorporated the 22 features into his own products so that the public is able to select a favorite make in almost any type and still enjoy the benefits of Certified Performance.

Economy is the keynote in Certified Performance, and experts declare that savings of fuel, food and time made possible by one of these marvelous new ranges will actually pay its purchase price.

Fuel is saved by the new type economy burners in ovens and broiler compartments, which give more heat with less gas. Dual purpose top burners are equipped with economical "simmer" burners which eliminate unnecessary heat waste. Fast preheating gives quicker results with much less gas, and the new super-insulation of ovens and broilers keeps heat inside, thus making another important saving in fuel.

With the new CP oven, the most economical cuts of meat "slow roast" to the juicy tenderness of much more expensive cuts, thanks to the ability of these marvelous new ranges to hold a temperature of 250° or less for as long as you wish. Low temperature cooking, in this manner reduces meat shrinkage waste by as much as 20 per cent.

Food is also saved through the use of the automatic oven heat control, for it takes the guesswork out of cooking and eliminates baking failures. Efficient "stops"

oven racks prevent food spillage. The gentle simmer burner keeps vegetables from boiling to pieces, thus saving health-giving vitamins, minerals and flavor. The smokeless broiler keeps the food from the flame, eliminating burning and smoking.

And to the modern busy housewife who places a high value on her time, the saving of hours of daily drudgery is one of the supreme advantages of the new CP range. There are many ways in which CP cuts down on kitchen time. On each CP range there is at least one giant burner for high speed top-of-stove cooking.

Ovens and broilers reach new high temperatures in a fraction of the time formerly required. Ovens, broilers and top burners all light themselves—there is no need for matches, no waiting—for a turn of the handle brings instant, full heat.

Broilers are much larger and thereby accommodate more food at one operation, making another valuable saving in time. Non-rust burners are easy to clean and leave pans bright, saving the tedious and long job of scraping and scouring.

These are only a few of the

\$10 SAVING OFFER ENDS SATURDAY



The Time To Buy A New Gas Range Is Right Now.

The Special \$10 Reduction Offered by Local Dealers Ends at Midnight, Saturday, October 21

economy and convenience features provided in the new Certified Performance gas ranges which combine to spell Cooking Perfection.

Privileged Wife

To Mayor O. I. Minter and Police Chief Fred Carr, of Rochester, N. Y., a widow addressed an urgent plea—that they stop her late husband's three former wives from decorating his grave. "I think I should have the privilege," the woman insisted. "He was mine last."

Vaccine Cures Plague

Deaths from plague in the Netherlands East Indies have been almost halved by a vaccine invented by Dr. I. Otten and used in the Indies since 1935.

Starling's Food

Starlings have very diverse food habits. More than 95 per cent of the food of nestling starlings is animal matter, largely insects; caterpillars are especially attractive. Other types of animal food relished by these birds are grasshoppers, crickets, spiders and beetles. Almost any insect which can be secured would, therefore, be suitable to feed a young starling. As it grows older it may be fed other types of food such as cherries, apples, corn and garden truck.

Tangier's Population

The city of Tangier, an unfortified southern observation post just outside the strait of Gibraltar, is an international community of more than 60,000 population.

New Gas Range Saves Money, Time

There's a new kitchen servant on the market that is the most amiable miser you've ever met. It does double duty on savings, for it saves you as well as saves for you.

Product of years of research and engineering skill, at a cost of more than one million dollars, it is the remarkable new Certified Performance gas range.

Manufactured by leading companies, any gas range bearing the CP seal of approval must pass rigid specifications on usefulness, adaptability, economy and efficiency.

It must incorporate at least twenty-two of the modern features which researchers have found necessary to satisfy the needs of modern housewives.

Today's CP gas range provides automatic lighting throughout, including all top burners and the oven as well. New efficiency burners have been designed in rustless material with flaring tops to throw flames where they will do the most work and use the least gas. Those burners contain an automatic signal which advises when the lowest amount of flame possible has been reached, thus providing easy simmering of foods which are best prepared in this way. This gentle simmer flame keeps vegetables from boiling to pieces and preserves the important vitamins as well as the finest flavor.

Triumphal Arch

When Queen Victoria first saw the Triumphal arch in Orange, she exclaimed: "As soon as I get to Paris, I shall go to the Invalides and tell Napoleon that the Triumphal arch in Orange is infinitely grander than the one he put up in Paris."

Movable Camps

Movable camps to house itinerant farm laborers are being introduced in California by the federal government.

HEALTHFUL WARM AIR COMES OUT HERE
Heats with Gas!
**NO COAL - NO WOOD
NO SOOT - NO ASHES**

COLD AIR GOES IN HERE

THIS WEEK ONLY

SPARK

TWO PURPOSE RANGES WITH
BUILT-IN PATENTED GAS
CIRCULATING HEATER

REGULAR PRICE \$119.50

Less \$10.00 This Week

\$109.50

Clock & Lamp Extra

OCTOBER
SAVE \$10
GAS RANGE
WEEK
13 to 21 INCLUSIVE

Trade in
Your Old Range

See This Beautiful New Gas Range Today. Take Advantage of Gas Range Week. It's \$10.00 in Your Pocket. Act Now! Saturday's the Last Day of This Offer.

Byrne Radio Stores

6241 Mission Street
Phone RAndolph 7782

1650 Ocean Avenue
Phone DELaware 7212

Pioneers Built Daly City

RAPID GROWTH IN 30 YEARS INDICATES EARLY EFFORTS

Daly City's progressive business strides of the past thirty years are the outgrowth of civic pride and hard work on the part of pioneer businessmen.

Foreseeing the growth of Daly City, these pioneers expanded their businesses, invested new dollars in local enterprise. Their reward has been one of watching a village of a few scattered houses transformed into a bustling city of 12,000 population.

A full turnout for Daly City Day at the Fair, Sunday, October 22, will insure this city publicity that will prove valuable to every resident, every home-owner, every business.

FLOWERS - SHRUBS - LAWNS

Serving Daly City
Since 1900

"FOR A GREATER DALY CITY"
P. Conci & Sons

LAKE MERCED NURSERIES
and FLORISTS

Junipero Serra Blvd.

RAndolph 1192

THE VILLA SANITARIUM And Emergency Hospital



Vale and Werner Streets, Daly City

Complete Emergency
Facilities Including
Drinker Respirator
"Iron Lung" and
Other Modern
Emergency Equipment

24-HOUR AMBULANCE
SERVICE - RANDOLPH 3636

JOSEPH SARTO, Proprietor

Attend Daly City
Day At The Fair
SUNDAY, OCTOBER 22
"A Pleasant Duty"

"Since 1908"

Everything to
Build Anything

H. H. SMITH
Lumber Yard
2 HILLSIDE BLVD.

Phones: RAndolph 0700 or 0666

Millwork

BUILDERS' SUPPLIES

Electrical
Service

All of our Journeyman Elec-
tricians own their Own Homes
in Daly City

Our Large Number
Of Satisfied Customers
Is Maintained Through
Quality Workmanship
And Efficient Service

"100% UNION"

MERITT
ELECTRIC

26 HILLCREST DRIVE

DElaware 7817

Serving
Daly City
and
Colma

in the
Automotive
Field

SINCE 1910

NATIONAL
AUTO CO.

A. J. BERTINI

FORD Cars & Trucks

7360 Mission St.
RAndolph 7762

To Serve You Better—

We Have Moved to New, Larger Quarters at
6202 Mission Street
Next to Daly City Theater



Free Call and Delivery - ELkridge 0263

BEESON CLEANERS
"FOR A GREATER DALY CITY"

"Our Mission Is To Please"

And we do just that. More People Drink
Mission Creamery Milk Than Ever Before.
We've Pleased Them. Let Us Please You.

Try Mission Creamery Milk!

MISSION
CREAMERY

6235 Mission Street

Phone DElaware 5631



Serving More

Than 200 Home-builders
Throughout
San Mateo and San
Francisco Counties

26 Employees

Redwood and
Pine Lumber

Builders'
Supplies

Established 1909

Planing Mill, Offices
and Lumber Yard
Cover Almost a
Square City
Block in Area

General
Millwork

Our Complete
Planing Mill is
Equipped For
Any Job

A. L. Stockton
LUMBER COMPANY

6100 Mission

Phone DElaware 6320

LOCAL BUSINESS MEN INVITE YOU TO

BOOST THE MERCHANT WHO BOOSTS DALY CITY

The merchant who supports community events is fully deserving of all the trade local residents can give him. Furthermore, he will give these same residents better service for he has a natural pride in his reputation as a local business man of integrity.

Daly City enjoys the advantages of a complete business district. Practically every need of the homemaker can be satisfied right here at home in Daly City.

A dollar spent with a local merchant not only assures the Daly Citizen of superior service—it helps the merchant continue his wide-awake community interest, which in turn benefits the customer directly.

GENE'S Boot & Shoe Hospital

Shoes & Shoe Repairing

7386 Mission Street
DElaware 1531
E. J. Graziani, Prop.

Let Lenny Lubricate
Leapin' Lena

Daly City Super Service

6266 Mission
Behind The Bank
Phone DElaware 8584

See SHANNON For
Your Hardware Needs

Attend Daly City Day
At The Fair Sunday

Shannon Hardware

6370 Mission RAnd. 6395

24-Hr. Towing

Cochran's

SERVICE STATION
And Repairing Service

HANCOCK PRODUCTS

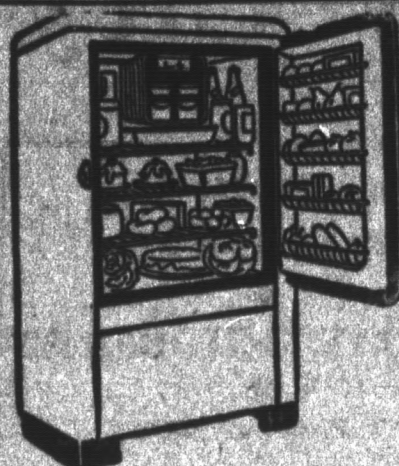
Attend Daly City Day
At The Fair

Boost Your City

Trade With Your
Local Merchant

A. Milano

Plastering Contractor
399 Templeton RAnd. 1871



Refrigerators
Washers
Ironers

On Display Now

Biltwel Furnaces

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FRANK NEUMANN

6512 Mission

ELkridge 3049

New 1940 Champion

Studebaker's Wonder Car

NOW on DISPLAY

ATTEND DALY CITY DAY AT THE FAIR

Wm. J. SWEENEY

STUDEBAKER CARS and TRUCKS

6806 Mission

RAndolph 0940



Lustrous beauty

Appts. Day or Eve.
Phone
RAndolph 3388

DUART

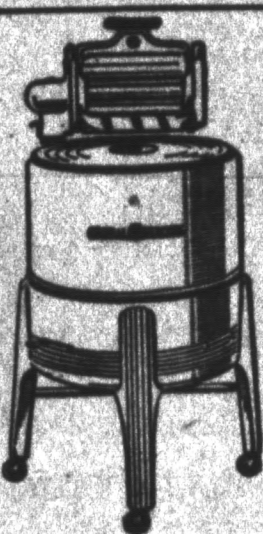
Permanent Waving

Specialists in
Hair-Styling

Templeton Beauty Salon

71 Templeton Ave.

Phone RAndolph 3388



SEE THE GENERAL ELECTRIC
EXHIBIT at the Fair DALY CITY Day

This 8-lb.
WASHER
Yours for Only

\$69.95

Easy Terms

Complete Line of
Appliances

Refrigerators
Radios - Washers
Sweepers
Ironers

CHARLIE'S RADIO SERVICE

7330 Mission Street

DElaware 4624

COLMA

Banquets and Dinners
SERVED BY APPOINTMENT

RIC'S PLACE

Belli Bldg., Opp. Bank, Colma, RAnd. 9850

Ric Bollentini - Nat Zanini

BEERS - WINES - LIQUORS - TOBACCOS

Delicious Italian Dinners

"For a Greater Daly City"

A. J. GAGGERO

GENERAL INSURANCE

7377 Mission

DElaware 8485

Official Daly City Day at the Fair SUNDAY, OCTOBER 22nd LET'S ALL GO

11 A. M.-

Chairman H. G. King and members of the fair committee met at the Court of Pacifica by Exposition Events. Parade begins here and follows the main parade route in front of Mission Templeton Building.

11:30 A. M.-

Official Welcoming Ceremonies by the California Commission in front of the City of Mayor of Treasure Island will be held at this time.

11:45 A. M. to 1:45 P. M.-

Review of various Daly City drives in the city.

12 Noon to 1:30 P. M.-

Community picnic in Shasta County Courthouse grounds. Entertainment and concert during the day by the City Band.

1:30 P. M.-

Presentation at California Ballroom by the San Francisco Union high school, under the direction of the school.

2:30 P. M.-

Program by the "Indians of Rhinecliff" and the Lembi, at California ballroom.

2:30 P. M.-

Horseshoe tournament between the Daly City and Colma Vista Grande Aerie, F. O. C.

7 P. M.-

For those who wish to attend the fair, tickets have been reserved, at the usual prices.

8 P. M.-

Crowning of Miss Daly City, Ballroom. Daly City Day Ball, at California Ballroom. Johnny Dell's union 10-piece band will be featured.

9 P. M.-

Cavalcade of the Golden West. Medical Management invites Daly City citizens to a medical exhibition.

S. N. Pfeifer
Registered Plumber

Everything in The
Plumbing Line

6281 Mission

RAnd. 4676

Let's All Go—Daly City
Day at the Fair Sunday

Anchor Drug Co.

"The Prescription Pharmacies"
Mission & Market Colma
RAndolph 1717

When You Visit

BEFORE
EAT

YO

BE

P. T. A.

7046

TO SEE THE FAIR DALY CITY DAY

Program
the Exposition
OCTOBER 22
ALL GO!

the Daly City delegation will be
Exposition's Director of Special
march across Island to California
building.

Fair officials and members of the
Mission Trails building. The title
conferred on Mayor Paul G. Selmi

ms in Court of Nations.

Ce Court.
unch hour by members of the Daly

y the music department of Jeffer-
ction of Oscar J. Busch.

" under the direction of Dante P.

Daly City Horseshoe Club and the
Treasure Island Horseshoe Courts.

ies Bergere a special block of seats
es.

Ba Davis, at the inception of the gala
room.
will play for the ball. Local talent

edicate its prologue to Daly City
e to attend.

You Visit The Fair—
RE TO SEE THE DODGE
IT IN "VACATIONLAND"
★
YOU BUY YOUR NEW
DODGE
BE SURE TO SEE
PALEONI BROS.
DODGE & PLYMOUTH
Mission St. RANDolph 3868

See The New 1940 De Soto

At "VACATIONLAND" Bldg.
DALY CITY DAY AT THE FAIR

★
REMEMBER YOU CAN GET
THE BEST BUY FROM

★
JAMES E. DONAHUE

DE SOTO - PLYMOUTH

6259 Mission St.

RAndolph 9941

See the Crane Co. Exhibit—Homes and
Gardens Building, Daly City Day at
the Fair, Sunday, Oct. 22nd

EXCLUSIVE DEALERS - Crane Quality
PLUMBING FIXTURES
Crane Automatic Hot Water Heaters

A. M. HARRISON

THE MODERN PLUMBER

6236 Mission Street

DElaware 1991



Specializing in
Hair Styles

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DUART
Permanents

For Appointments Day or Evening Phone DEL. 7356

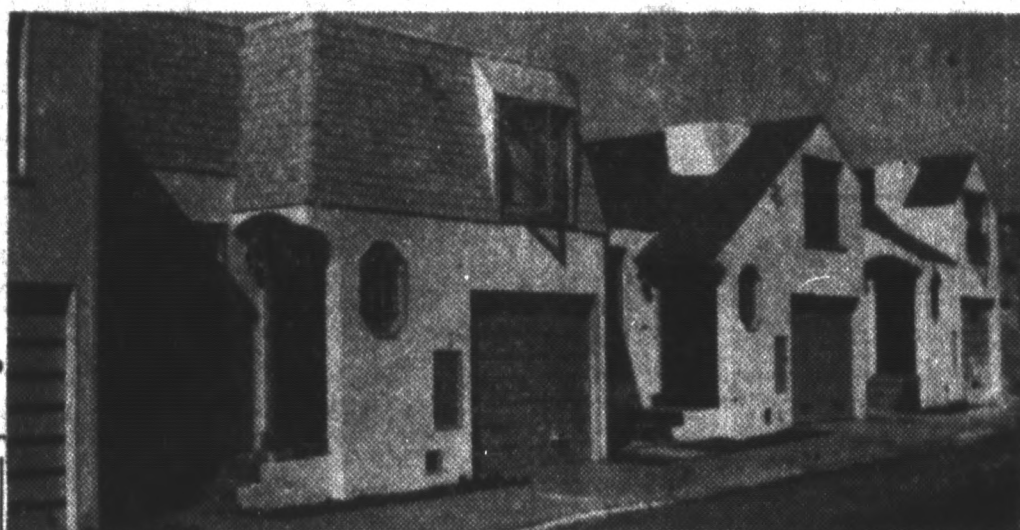
MAY SWAN'S BEAUTY SALON

MODERN - EFFICIENT - CONVENIENT

11 Hillcrest Drive

DElaware 7356

HOMES - \$3750



\$32.50 Per Month Buys One

Of these Distinctive Bungalows after a
Small Down Payment

Or Will Build To Order

These Homes are on Hillside Boulevard

★
WILLIAMS
CONSTRUCTION Co.

Phone
RAndolph **8529**

"CHANCE OF A LIFETIME"
TO ADVERTISE DALY CITY

"Easy Way to The Fair"
From Your Door to
TREASURE ISLAND

1 to 5 **\$2.50**
Persons

Daly City Cab Co.

Phone
RAndolph **9742**

In Daly City Day at the
Fair, we have virtually the
"chance of a lifetime" to
advertise this city on a
large scale.

★
Organizations, mer-
chants, civic officials are
supporting the event with
mass turnouts, parades and
a full program of entertain-
ment.

★
It is the pleasant duty of
every Daly City resident to
attend Daly City Day at the
Fair. See the Fair and ad-
vertise Daly City by wear-
ing a "Daly City Day" rib-
bon. These ribbons will be
the only form of admission
ticket to the grand ball in
California auditorium
which tops off the sparkling
program.

Paul Marchi
UNION SERVICE

6200 Mission
RAndolph 9967

★
Expert Lubrication

★
Tires - Batteries
Accessories

Real Estate - Insurance
Notary Public

★
J. J. FAHEY

New Offices - 3 Wellington
Business Phone: DElaware 2981
Residence: RAndolph 9642

5 Rooms - \$4750

190 Willits Street
Inspect Today!

A Real Home Value
Compare with Others

George Hammer

BUILDER - OWNER
67 Willits DElaware 5245

Attend The Fair
Daly City Day, Oct. 22nd

★
Boost Daly City

★
Spring Valley

MARKET
198 Los Banos RAnd. 0852
"The Convenient Market"

WHERE TO GO IN DALY CITY

SAM'S INN

6267 MISSION
DALY CITY

★
"Where Old Friends Meet"

WINES - LIQUORS - CIGARETTES - CIGARS

GELS'S PLACE

6278 Mission

RAndolph 9729

K. & J. EATS JUNIPERO SERRA BLVD.
At School St.

LIGHT SNACKS - ICE COLD BEER - SODA
CONEY ISLAND RED HOTS - So Different

DELICIOUS ITALIAN AND FRENCH DINNERS
WITH YOUR FAVORITE DRINKS

★
COLONIAL CAFE

6198 Mission Peter and Martha Ciemoli RAndolph 9671

WIT'S END

DANCING EVERY NIGHT

Finest of Foods

6055 Mission Street

RAndolph 9845

Fabrics Make an Especial Appeal

Beauty of Texture Keeps Pace With Colors.

By **CHERIE NICHOLAS**

Fabrics this season are revealed in a magnificence and variety that is astounding. The beauty of texture has kept pace with the richness of color. Tweeds are wondrously soft. Some of the woolens, particularly those used for coats, have a roughish surface. One has a curly finish, the curl so tight that it almost tempted us to refer to it as a French-knot type. It is a woolen which Schiaparelli selected to make into an easy-fitting topcoat to wear over a light-weight woolen dress. The wrap is in vintage-red, the dress in pink and vintage plaid. The comfortable pockets on the coat are cut in one with the back; they are strips folded over on the fronts into pockets. A clever idea, that! The pockets on the dress are embroidered with cords of the fabric.

One of those fabrics you just have to touch is the silky, hairy beaver cloth. Here is a wool that hangs in folds as soft as those of velvet. Capes are nice things to wrap around one's self on the first chill days of fall.

Jacket Costumes



The big play being made on jacket costumes is keeping up at top speed with special emphasis on jackets that contrast the dress or the skirt with which they are worn. One of fashion's most attractive outputs this season is the jacket of bright velveteen. The picture at the top shows a red velveteen jacket worn over a black frock. The original model shown by the Style Creators of Chicago proved a forerunner to what promises to be one of the most successful fashions launched this season. A forest green dress with a brown fur jacket is pictured below. The importance of the fur-jacket costume cannot be overstated.

Warm Colors Glow In Fall Woolens

Blend Well With Changing Tints of Autumn.

By **CHERIE NICHOLAS**

The warm colors that glow in sports woolens are fair rivals to those on the autumn heaths. The blue-gray of low-lying mist mingles with the purple of heather, the green of sage and the gold of drying leaves. There are the rich dark browns of the earth and the strong reds of berries. Vintage tones mingle with pinks as dusty as the petals of a late aster. Green, calm and warm, creeps in everywhere just as it does in the great out-of-doors, and into the midst of this mellowness streaks Venetian orange like the flash of a sail in the Adriatic.

The color is expressed in plaids, checks and stripes. Nine times out of ten the dominant tone is matched up with a solid to give the dust effect which is prominent in the autumn country picture. Mixed fabric and plain are voiced in perfect harmony in the same suit or, better still, in the same garment.

The suit coat is the high spot of the season. To all appearances it consists of jacket and coat and combines plain and patterned material. The top, coming down to about hip-bone level, may be patterned, the skirt plain; or the order may be reversed.

Polite Thieves

"Gussy and Joe" gave in on one of having studied Emily Post at least. After borrowing the motor car of H. W. Jensen, of San Jose, Calif., and driving it about 50 miles, they abandoned it with a note lettered and signed by them on the windshield, which read: "Thanks for the car."

Aluminum Shovels

To help save the backs of farmers and other laboring men, manufacturers are now making aluminum alloy shovels that are much lighter than ordinary iron shovels.

Crime Wave
A Batavia, N. Y., storekeeper became so engrossed in a "crime never pays" radio program that she did not notice she had given a customer \$4.85 change for a counterfeit \$5 bill.

Land Erosion
In the southwestern dust bowl 1,701 farmers and ranchers are co-operating with the federal government in demonstrating the effectiveness of practices designed to prevent land erosion.

Not All Flowers
Flowerdale avenue, Cleveland, Ohio, in spite of its sweetly aromatic name, is anything but a garden of roses, some of its residents complain. It seems that a certain resident keeps goats in his back yard.

Ancient Loom
A loom demonstrated at the Saint John, N. B., exhibition this year and owned by Mrs. C. H. Clarke, Ottawa, was shown at Sussex in 1861 at the first exhibition to be held in New Brunswick.

ROBERTSON'S EGG STORE

9 Hillcrest Drive

RAndolph 6846

EGGS Dz. 32c **Butter lb. 34c**
Fresh, Lg. Exts. First Quality
2 Doz. 63c Cloverbloom or Brkfld.

EGGS Dz. 20c **HAM 25c**
Frsh. Sm. Ex. 2 SLICES
2 Doz. 39c Hormel's

CHEESE **BACON**
2 lb. Loaf 39c Swift's Rasher **14c**
American 1 lb. Cello
Hormel's Budget **13c**
1 lb. Cello

We Specialize in Eggs & Butter, Enabling Us to Pass On to You the Lowest Market Prices.

Fur Vests Newest Fashion Dictum

Among the newest costumes and dress ensembles there are many that combine weskits and vest effects of fur. Sometimes the fur is used only in the front of the jacket, and often it is used front and back, with the sleeves matching the dress or coat proper. The combination of fabric and fur is prominent all through the fall collections. Fur jackets are trimmed with cloth, and cloth coats with encrustations of fur pockets and bandings, or with removable fur collars.

Phone DELaware 7336

We Deliver

FARMERS MEAT CO.

6386 MISSION ST.

DALY CITY

Quality Meats -- Delicatessen

Specials for Fri. & Sat.
OCTOBER 20 and 21

Leg of Lamb --- lb. 25c

Genuine Spring Lamb

Cross Rib Roast lb. 24c
Quality Steer Beef

Boiling Beef lb. 10c
Fresh Hamburger

Pork Chops lb. 22c
Shoulder, Lean

Pot Roast lb. 17c
Shoulder Cut

Chicken lb. 25c
ROASTING

Lamb Chops lb. 22c
Shoulder

Leg of Veal lb. 24c
First Quality

Pork Sausage lb. 20c
Bulk

Veal Stew lb. 15c
Breast of Veal

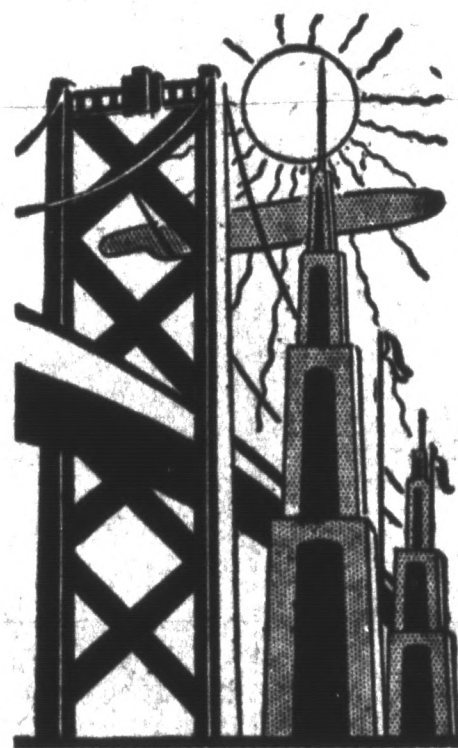
Pork lb. 15c
Lean, Dry Salt

Pork Roast lb. 17c
Fresh Shoulder

Chicken lb. 20c
Fricassee - Real Value

Daly City Day AT THE FAIR

S
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O
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B
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R
22

Parade -- Music -- Picnic -- Dancing

Many Other Special Events

DON'T MISS THIS GREAT DAY



Special!

General Admission 40c

D. C. Day Ribbon Admission To Grand Ball 10c

Total 50c

SAVE Get Yours Today

ACTIVITY CALENDAR

FRIDAY, OCT. 20

3:30 p. m.—
Regular meeting, Girl Scout
Troop No. 4, 267 Los Olivos.
7 p. m.—
Regular meeting, Boy Scout
Troop No. 149, No. 5 firehouse.

7:30 p. m.—
Regular meeting, Daughters
Unit Old Glory Auxiliary No.
2044, V. F. W., 188 Santa Bar-
bara.

8 p. m.—
Regular meeting, Royal Neigh-
bors of America, Vista Grande
Camp No. 6035, Eagles hall.

8 p. m.—
Regular meeting, Italian Am-
erican Citizens Club, Little Italy
hall.

8:30 p. m.—
**MONSTER WHIST, BENEFIT
FOR OUR LADY OF PERPET-
UAL HELP CHURCH, MA-
SONIC HALL.**

SATURDAY, OCT. 21

9 p. m.—
**JEFFERSON NIGHT, NIGHT
OWLS DANCE, LOVCHEN
GARDENS, COLMA.**

SUNDAY, OCT. 22
**DALY CITY DAY AT THE
GOLDEN GATE INTERNAT-
IONAL EXPOSITION, TREAS-
URE ISLAND.**

Our Lady of Perpetual Help
Church, Wellington Avenue
7 a. m., 8:30 a. m., 10:30 a. m., 12:15
p. m.—
Hours of Masses.
Benediction of the Most Blessed
Sacrament immediately after
the 12:15 p. m. Mass.

Holy Angels Church, Colma
7 a. m., 8:30 a. m. and 11 a. m.—
Morning masses.
9 a. m., Trogia Hall, Rockaway
Beach—
Morning Mass.

Grace Church of the Nazarene,
Santa Barbara and Vista Grande
9:45 a. m.—
Sunday school.

11 a. m.—
Morning worship.
6:45 p. m.—
Young Peoples Society.
7:45 p. m.—
Evangelical service.

Grace Presbyterian Church,
corner Hanover and Evergreen
9:45 a. m.—
Sunday school service.

11 a. m.—
Morning worship.

11 a. m.—
Junior Christian Endeavor.

6:45 p. m.—
Christian Endeavor.

7:45 p. m.—
Evening service.

MONDAY, OCT. 23

7 p. m.—
Business meeting followed by
whist at 8:30 p. m., Hillcrest
Circle No. 143, U. A. O. D., Ma-
sonic temple.

7:30 p. m.—
Regular meeting, Boy Scout
Troop No. 101, No. 5 firehouse.

8 p. m.—
Regular meeting, Decadeers So-
cial Club, 67 Wilson.

8 p. m.—
Regular meeting, D. C. F. D.,
Company No. 6, Werner street.

TUESDAY, OCT. 24

2 p. m.—
Whist, Ladies Home Club, club
house on Werner avenue.

7:15 p. m.—
Regular meeting, Boy Scout
Troop No. 148, No. 5 firehouse.

7:30 p. m.—
Regular meeting, Ko-Kets-Klub,
478 Irvington.

7:30 p. m.—
Regular meeting, Crocker
Lodge No. 464, F. and A. M.,
Masonic temple.

8 p. m.—
Devotions, Our Lady of Perpet-
ual Help church.

8 p. m.—
Regular meeting, Daly City
Band, 188 Santa Barbara.

8 p. m.—
Regular meeting, Night Owls
Club, Lovchen Gardens, Colma.

8 p. m.—
Regular meeting, Daly City Rod
and Gun Club, 5646 Mission.
8 p. m.—
Regular meeting, D. C. F. D.,
Company No. 5, 335 Bellevue.

WEDNESDAY, OCT. 25

12:30 p. m.—
Magazine luncheon and whist,
Woodrow Wilson PTA, 35
Woodrow street.

7:30 p. m.—
Costume party, Knit 'N Stitch
club, 451 Winchester.

7:45 p. m.—
Weekly prayer meeting, Grace
Nazarene church.

8 p. m.—
Regular meeting, Junior Game
Patrol, 5646 Mission.

8 p. m.—
Whist, Cypress Circle No. 14,
U. A. O. D., Colombo hall.

8 p. m.—
Regular meeting, D. C. F. D.,
Company No. 2, Vista and San
Diego.

8:15 p. m.—
Regular meeting, Daly City
Post No. 410, American Legion,
Legion hall.

8:30 p. m.—
Whist, Jefferson Union high
school PTA, 339 Willits.

THURSDAY, OCT. 26

10:30 a. m.—
Regular meeting, Sew and
Sew's club of Crocker PTA, 315
Peoria.

2:45 p. m.—
Regular meeting, Brownies,
Legion hall.

7 p. m.—
Regular meeting, Cub Pack
No. 149, No. 5 firehouse.

7 p. m.—
Regular meeting, Senior Girl
Scouts, 191 Acton.

7:15 p. m.—
Regular meeting, Boy Scout
Troop No. 141, Grace Nazarene
church.

8 p. m.—
Regular meeting, Women's Civic
club, 1067 Valencia street.

8 p. m.—
Regular meeting, B'nai Israel,
67 Los Banos.

8 p. m.—
Regular meeting, Moon-Raiders,
Hillside Nursery.

8:15 p. m.—
Regular meeting, Colma Vista
Grande Aerie, No. 1848, F. O. E.,
Eagles hall.

8:30 p. m.—
Regular meeting, Daughters of
Israel, 67 Los Banos.

India Medal

The Kaiser-i-Hind medal was in-
stituted in the year 1900. It is be-
stowed as a reward with no distinc-
tion as to sex, race, or position on
people who have rendered useful
or important service in the achieve-
ment of the public interest in India.
The name has no reference to the
former German monarch. It means
emperor of Hindustan and was the
title used by the great moguls of
Delhi. It was assumed by Queen
Victoria in 1877. There are two
classes of awards, the first being
bestowed by the sovereign and the
second by the viceroy of India.



MISSION

CREAMERY

2235 Mission Street

Jefferson Spirit To Reign at Dance

Jefferson Union high school will
be in the spotlight this coming
Saturday night at Lochven Gar-
dens, Colma, when the Night Owls
stage what is expected to be one
of the biggest dances given so far
this year.

Dedicated to students, friends
and alumni of the high school, the
affair will feature Jefferson yells,
banners, theme songs and decora-
tions. A popular orchestra will
furnish union music; refreshments
will be available.

Night Owls cordially invite the
public to attend. Admission prices
are nominal, and a good time is
promised all, with the "old Jeffer-
son spirit" in full swing for the
evening.

Parish Plans Monster Whist

Sponsoring their regular month-
ly whist for the benefit of Our
Lady of Perpetual Help church,
the women of the local parish will
hold a monster card party at 8:30
p. m. tonight, October 20, at Ma-
sonic hall.

Madame Victorine Lombard and
Mrs. Elsie Thompson are in
charge of arrangements. Substan-
tial cash prizes will be awarded
lucky winners during the evening.
The public is cordially urged to
attend. Score cards are nominal
in price, and a good time is as-
sured everyone.

Monthly events, the card par-
ties given by Our Lady of Perpet-
ual Help church are social events
of significance. It will be remem-
bered that the last whist given
by the church, September 20,
drew a crowd of several hundred
people, who reported it one of
the best whist parties given this
year. It was, in addition, an out-
standing financial success.

Everyone is working hard to
insure the success of this month's
party, which promises to be fully
as good as the last one. "Come to
our whist and have a good time,"
was the cordial invitation of com-
mittee members.

Canary Faithful

A canary belonging to Mrs.
Charles Lance of Mission, Ill., es-
caped in June, 1938, when a cat,
springing against the cage, knocked
open the small door. The bird dis-
appeared. After an absence of 11
months, the canary returned and
perched on the fence in front of the
Lance home. Mrs. Lance said she
had no trouble at all in coaxing it
back into its cage.

Dutch Prison

One of the most typical and charm-
ing of Dutch towns is Gorkum,
in the vicinity of which is Loevestein
castle, interesting to tourists as hav-
ing been the prison of Hugo Grotius.
Allowed the consolation of his wife
and his books, she smuggled him
out of prison as a box of books.

Keep Fit!

Eat less heavy food—drink
more milk! That's a splen-
did formula for keeping
fit! It's cooling, refreshing
and furnishes the neces-
sary elements for body
building and maintenance
more perfectly than any
other one food! Doctors
say: "At least a quart a
day for every child and
every adult!"

Gramophone Letter
The Argentine post office has in-
stalled special booths in which one
may make a 200-word unbreakable
gramophone record letter. The rec-
ord is then sent by mail in the ordi-
nary way.

Colorado Program
Alarmed by a steady decline in
the number of hogs on Colorado
farms, state agricultural officials
have promoted a state-wide financ-
ing program to aid farmers in buy-
ing hogs.

FRED WOOD'S

HILLTOP LODGE

ANNOUNCES NEW POLICY

15c

DANCE BAND NIGHTLY
LARGEST FLOOR ON THE PENINSULA

Complete five course
DINNER
Featuring Fillet Mignon,
Chicken a la King or
Fried Chicken Southern
Style

THURSDAY NIGHT—LADIES STAG NIGHT

22 Hillcrest Drive

Phone RAndolph 9591

FAILURE

TO VOTE "NO" ON
HAM & EGGS NOV. 7

—may rob your pocketbook of
GOOD UNITED STATES DOLLARS
and fill it with
WORTHLESS PAPER!

LOOK FORWARD

To These Hidden Pyramiding Taxes:
If Ham & Eggs Is Enacted

3% Transaction Tax

You'll pay 1% or more for every \$1.00 of merchandise. On a
loaf of bread, the miller will have to add 3% on his cost of
wheat; the broker 3% on his cost of flour; the master baker
3%; the retailer 3% more for the loaf of bread. Each trans-
action in the process of producing an article will add 3% to
the price which you will pay.

3% Sales Tax

In addition to the transaction tax, YOU'LL PAY sales tax on
every article you purchase INCLUDING ALL FOOD STUFFS.
The act revives the 1935 sales tax.

3% Gross Income Tax

Your business, regardless of profit, will pay an additional 3%
gross income tax if "30-Thursdays" passes.

\$20,000,000 Bond Issue

Suspending the two-third majority usually needed to pass
bond issues, the act saddles a \$20,000,000.00 bond issue on the
taxpayer, if the act passes by a bare majority. The money
goes to the Administrator of the act to establish Credit
Clearing banks, over which he has dictatorial powers.

104% Interest on Warrants

If you are unfortunate enough to get a new "30-Thursdays"
warrant, you'll have to affix \$1.04 worth of stamps to redeem
it for \$1.00.

VOTE "NO" ON HAM & EGGS

SAVE YOURSELF AND SAVE YOUR STATE

ANTI-30 THURSDAY COUNCIL OF SAN MATEO CO.
HENRY WITTE, President SAM D. MERE, Treasurer
WINFIELD SCOTT, Manager

Rossi Supporters Review Record

Nine years of successful accomplishment for his city is the record upon which thousands of San Francisco men and women are basing their support of Mayor Angelo J. Rossi for re-election.

As the mayoralty campaign swung into its final weeks, and definite battle lines were drawn, with decent, efficient leadership on the one side and vague promises of "new leadership" on the other, Mayor Rossi continued to gain strength. Betting odds continued to fluctuate between even money and eight to six for the Mayor, with virtually no Havenner money in sight.

Supporters of the Mayor pointed proudly to his fine record. They drew attention to his many constructive achievements since first he took office in 1931, enumerating the following highlights:

Balanced budgets, the lowest tax rate of any major American city, the highest rating for public credit and financial soundness, the lowest tax delinquency rate in the United States, a steadily progressing program of both public and private building that has reached an all-time high this year, a cash reserve fund in the city treasury of over \$3,000,000 today, as compared to a cash deficit of \$1,228,000 when the Mayor took office.

Women supporters of the Mayor laid particular stress on San Francisco's splendid school system, with its fine, modern buildings, the result of a carefully planned program inaugurated with Mayor Rossi; its modern methods of education and its complete freedom from political influence.

Chic Suspenders



Various interpretations of that old-time favorite, the suspender dress, are to be found in the new fall and winter costume collections. The latest idea is to wear suspenders authentic as to buckles and detail that are made of velvet. The picture shows how very attractively the idea can be featured in connection with a smart wool dress. The separate skirt vogue adds charm also in that many of the newer skirts are of the suspender type. Note the smart coachman felt hat worn with costume pictured.

English Actor

Born in Dorchester, Maurice Evans made his stage debut at the age of seven with the Wessex players, an amateur group. As a youth he worked for a music publishing firm but was constantly engaged in dramatics. While playing in "St. Francis of Assisi" he attracted the attention of the manager of the Festival theater at Cambridge, who engaged him for his repertory company. In 1934 he played at the Old Vic and his performance of "Hamlet" led Guthrie McClintic to bring him to the United States to appear with Katharine Cornell in "Romeo and Juliet." His first starring role on Broadway was in "St. Helena."

Merchants Sponsor Greater Daly City Days

(Continued from Page 1)

stores and food marts, are all offering special values in their respective lines this week. In line with the theory that "women shop where they're invited," the Daly City Shopping News plans to arrange several of these special sales events each year.

Many local merchants have Daly City Day tickets and ribbons on sale. The ribbons will afford the only means of admission to the grand ball in California auditorium, from 8 p. m. to midnight.

Johnny Dell's local ten-piece union band will offer a variety of popular dance pieces, appealing to young and old alike.

Lost Stories

Twenty-eight of O. Henry's short stories, together with his illustrations, poems, and other pieces were discovered in the files of the Houston Post by Mary S. Harrell. Most of them were written under the pseudonym, "The Post Man." They have been edited by Miss Harrell and are now available in book form.

Weather Reports

One hundred thousand addresses are on the U. S. weather bureau's mailing list for daily reports.



FREE HALF SOLES AND HEELS

For the Best Answer to The Following Question:

★

"Why take your shoes downtown for repair when you can have them renewed right here in Daly City at SAM'S SHOE SHOP, 6564 Mission street, at less cost, and with the best of materials and workmanship?"

(Contest ends October 31)

LADIES' HEEL LIFTS 19c

CREPE
Half-Soles
As Low As
75c

SAM'S SHOE SHOP

6564 Mission Street - Near Vista

PLANT NOW!

For Christmas-Blooming Stocks
Snapdragons - Marigolds

Bedding Begonias Ready
For Fall Planting

Perennial Plants Now Ready

Special Attention to Gardeners

DALY CITY NURSERY

Sydney and Florence Bryant

559 San Diego Ave.

Phone DELaware 9907

Get the Facts

about

HAM and EGGS

Read The Act
Itself

Call at the office of the

Daly City Record
3317 San Jose Avenue
RAndolph 3215

Free Literature

Free Telegrams

To inaugurate a new service, South Africans were allowed to send a free 12-word social telegram to anywhere in the British empire, with a few exceptions, on the first day.

Working Girl

A 1938 cost of living survey shows that it costs the working girl who lives alone approximately \$100 a year more for adequate maintenance than if she lives at home.

Median Salary

The median salary during 1938-39 of teachers in junior high schools of cities over 100,000 population was \$233 higher than that of elementary teachers in towns of the same population group.

Philippine Gold

The phenomenal gold mining development of the Philippines got its start from American soldiers who remained in the islands after the Spanish-American war.

Vista Grande MEAT MARKET

6354 Mission - Misco & Raffo - RAndolph 5866
QUALITY MEAT SPECIALS - FREE DELIVERY

LOIN PORK ROAST lb. **25c**

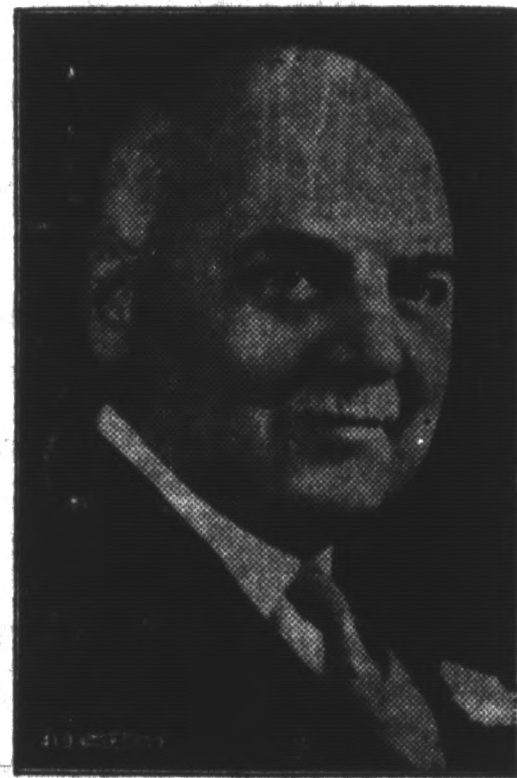
BEEF lb. **18c** BREAST 3 lbs. **25c**
POT Of LAMB
ROAST Fine for Breeding

Veal Chops lb. **20c** Pork Chops lb. **25c**
Shoulder Large Loin

Hamb'rger 3 lbs. **25c** SLICED BACON lb. **25c**

BREAST OF VEAL lb. **15c**
VEAL STEW

PROOF OR PROMISES ??????



WITH MAYOR ROSSI
SAN FRANCISCO HAS:

- ★The LOWEST TAX RATE of any major city—Your tax rate for this fiscal year is \$3.93-7/10—10.3 cents LOWER THAN LAST YEAR.
- ★The LOWEST TAX-DELINQUENCY RATE—1.3%.
- ★The HIGHEST RATING for PUBLIC CREDIT and financial soundness.

Compare:

A cash DEFICIT of \$1,228,000 when Mayor Rossi took office in 1931.

A cash RESERVE fund of OVER \$3,000,000 today!

RETAIN **ROSSI**
ANGELO J. **MAYOR**

Continue Progress With Security

New Comedy "Bachelor Mother" At D. C. Theatre

The troubles which beset a beautiful young salesgirl who finds an abandoned baby and instantly incurs the world's suspicions are gallily treated in the delightful Ginger Rogers-David Niven starrer, "Bachelor Mother," now playing at the Daly City theatre.

The hilarious and often brilliant comedy romance which is said to be one of the most entertaining films of the year pictures Ginger as the founding's discoverer on the steps of an orphan asylum. All her explanations are received with knowing smiles. The asylum heads inform the executives at the



Ginger Rogers - David Niven

department store where she works, and thus the matter comes to the attention of Niven, the boss' son. Niven takes a personal interest in the girl's case, and despite Miss Rogers' frantic denials, he is convinced the baby is hers—while his own father believes that Niven

Electrocution
Electrocution became the legal method of execution in New York state in 1889.

is the baby's father and he himself its grandfather!
Charles Coburn, Frank Albertson and E. E. Clive have important roles under Garson Kanin's direction of "Bachelor Mother," an RKO Radio Picture.

Columbia's thrill-packed drama, "Coast Guard," the companion feature, ends its engagement at the Daly City theatre tomorrow.

Four-H Clubs
Four-H clubs, organizations of rural youth between the ages of 10 and 21, are sponsored by the co-operative Extension Service of the United States department of agriculture and state land-grant colleges, and county governments. There are approximately 75,000 local 4-H clubs.

Coal Production
The Bituminous Coal commission estimates that operation of a full five-day week without layoffs would boost West Virginia coal production by one-third.

HENRY WARSHAWSKI General Dry Goods

6340 Mission Street

RAndolph 0231

Think of Winter — It Will Soon Be Here!

SPECIAL SALE — ON — BLANKETS

Esmond Blankets each \$1.25

Beautiful Indian Designs, 64x78

They are so Soft, Warm, Fluffy and Durable, too

66x80, Finer Quality Each \$1.95

Part Wool Blankets

Large Plaid Patterns

66x80, \$2.95 - 70x80, \$3.45 & \$3.95

Esmond Crib Blankets

30x40 49c - 59c - 75c — 36x50 \$1.00

THESE MAKE LOVELY BABY GIFTS

All Kinds of Semolina Pastes
Imported and Domestic Groceries
Imported Olive Oil
Fresh Fruits & Vegetables
American & Italian Cheese

GRANUCCI & SON

Manufacturers of Macaroni and Ravioli
6331 Mission Street at The Top of The Hill
Phone DElaware 7532 FREE DELIVERY

GENEVA BAKERY

San Pedro Road — — — — — Colma
Free Delivery RAndolph 7119

CAKES

Of All Kinds

★
Wedding - Birthday
Christening - Devil Food
King Cake - Pound Cake

Place your order at least
two days ahead for
special party cakes

PIES

Fresh - Delicious

FRUIT
LEMON CREAM
CHOCOLATE CREAM
FRENCH CREAM

BREAD

FRENCH BREAD
RYE BREAD
WHOLEWHEAT Bread

ALL GOODS BAKED FRESH DAILY

LUCCA RAVIOLI CO.

7370 Mission St., Colma

FREE DELIVERY

Phone RAndolph 6102

Specials for Friday and Saturday, Oct. 20 and 21

BETTER FOOD BARGAINS

Tomato Sauce 3 cans **11c**
Del Monte

CORN FLAKES 3 pkgs. **17c**
Kellogg's

CHESTNUTS lb. **10c**
New Crop, Fancy

SALAMI lb. **37c**
Italian Star

ROYAL PUDDING pkg. **4c**
All Varieties

WALNUTS 2 lbs. **25c**

OLIVE OIL gal. **\$2.19**
Marietta (Limit 1 gal.)

FRUITS and VEGETABLES

6 lb. BASKETS For Slicing
TOMATOES 20c

RUTABAGAS 3 lbs. 10c

ORANGES 2 doz. 15c
FOR JUICE

PEPPERS 2 lbs. 5c

BOILED SALAMI lb. 19c
1/2 or Whole

H. O. OATS 2 pkgs. 24c
Quick
1 pkg. Presto Cake Flour FREE with 2 pkgs.

meat Bump

PRIME QUALITY AT LOW PRICES

Real Economy  Choice Cuts

!! Bargains This Week !!

LEG OF LAMB — LAMB CHOPS
BREAST OF VEAL — VEAL STEW
BEEF ROASTS — PORK ROASTS

LIQUOR DEPT.

R. C. ELLIOTT Qt. \$1.49
3-year-old Kentucky Bourbon

KING OF KENTUCKY Qt. \$1.66
3-year-old Kentucky

CHICKEN COCK fifth \$1.19
3 years old

BURGUNDY gal. 44c
Don Galvez

(Excise tax included in liquor prices)

PAUL'S MARKET

6315 MISSION ST.

DALY CITY

Phone Delaware 5300

EXTRA SPECIAL Frankfurters and Garlic Sausage 15c lb.

Genuine Steer Beef Specials

RUMP ROAST lb. 18c
CROSS RIB ROAST lb. 24c
SIRLOIN BUTT ROAST
BOTTOM ROUND ROAST

Fancy Steak Specials

SIRLOIN STEAK lb. 24c
ROUND STEAK lb. 27c
RIB STEAKS lb. 32c
T-BONE STEAKS

BONELESS BEEF STEW 2 lbs. 35c
Freshly Ground ROUND STEAK lb. 10c
BOILING BEEF
FRESH GROUND HAMBURGER

Corn-Fed Eastern Pork Specials

CORNERD SHLDR. PORK lb. 13c
FRESH SHLDR. PORK lb. 19c
LOIN PORK ROAST lb. 25c
SHLDR. PORK CHOPS lb. 21c
SMALL LEAN LEGS PORK

Sugar-Cured Corned Beef Specials

BONELESS BRISKET CORNED BEEF lb. 14c
PLATE CORNED BEEF lb. 8c
CORNERD BEEF TONGUES lb. 12c
FREE CABBAGE WITH EVERY PURCHASE
OF CORNED BEEF

Grocery Dept. COFFEE CARNIVAL Free Delivery

Free Hallowe'en Masks with each Pound of Advertised Coffee Purchased

COFFEE

AIRWAY lb. pkg. 12 1/2c

See It Ground - Know It's Fresh
3 lb. pkg. 35c

NOB HILL lb. pkg. 19c

The Perfect Blend

EDWARDS lb. tin 22c

Plain or Drip Grind
2 lb. tin 43c

FLOUR No. 10 bag 39c

Kitchen Craft - All Purpose
No. 5 bag 21c

SHORTENING 3 lb. can 43c

Formay, Swift's Finest

FREE DELIVERY FISH AND POULTRY DEPARTMENT

CALIF. HENS, Fresh Killed lb. 22c
RABBITS, Young Cotton Tail 3 for 95c
DUCKS, Young, Fresh Killed lb. 27c
CHICKEN, Cut Up, Fresh Killed 3 lbs. 95c

PAPER TOWELS 3 rolls 20c

Zee, Laundry Savers, lg. rolls

CORN STARCH reg. lb. pkg. 7c

Kingsford

PORK & BEANS 16 oz. tin 5c

Old English, with pork & tomato sauce

GRAPEFRUIT No. 2 tin 8c

Glenn Aire, Whole Sections

MALTED MILK lb. tin 25c

Kraft, Chocolate Flavor

Tomato Juice No. 2 tin 6 1/2c

Sunny Dawn, Full Flavor

Fri., Sat., Mon., Oct. 20, 21, 23

WEEK-END SPECIAL

APPLES 1 large Box 49c
Rome Beauty

COMBINATION NO. 1
2 doz. sweet ORANGES
3 doz. Rome Beauty APPLES Both for 25c

COMBINATION NO. 2
3 lbs. ZUCCHINI
2 doz. Pippin APPLES
10 lbs. boiling SPUDS all for 25c

COMBINATION NO. 3
2 lbs. Blue Lake BEANS
4 lbs. yellow ONIONS
3 lbs. Bell PEPPERS all for 25c

COMBINATION NO. 4
1 doz. ARTICHOKE
2 Honeydew MELONS
2 bunches CARROTS
2 bunches BEETS all for 25c

COMBINATION NO. 5
6 GRAPEFRUIT
3 lbs. Summer SQUASH
3 lbs. Sweet SPUDS
2 bunches RADISHES all for 25c

COMBINATION NO. 6
2 lbs. Slicing TOMATOES
2 lbs. Garden SPINACH
2 heads LETTUCE
2 bunches Green ONIONS all for 25c

RED HOT SPECIALS - NO. 1
100 lb. sk. Idaho Gems SPUDS
1 lg. box Rome Beauty APPLES Both \$1.65

RED HOT SPECIALS - NO. 2
100 lb. sk. med. size Brbk. SPUDS
1 lg. Box Rome Beauty APPLES Both \$1.25